



**MISSION** – To generate room nights for lodging facilities in the city of Billings by effectively marketing our region as a preferred travel destination.

**Board of Directors Meeting  
August 11, 2011  
Chamber Board Room – 8:30am**

- |      |   |              |        |
|------|---|--------------|--------|
| I    | Call to Order – Steve Wahrlich  |              |        |
| II   | Public Comment on Items Not on The Agenda (comments limited to 3 minutes per speaker) |              |        |
| III  | Elect Vice Chair—SW   | ACTION       | 5 Min  |
| IV   | Approval of July 14, 2011 Board Minutes pages 2-3—SW                                  | ACTION       |        |
| V    | Approval of Financial Report pages 4-7—JB   | ACTION       |        |
| VI   | Old Business  |              |        |
|      | a. \$1,000 grant reallocation—JK  | ACTION       | 15 Min |
|      | b. Bylaws/Policy Review Task Force page 8—JB  | ACTION       | 15 Min |
|      | c. Legislative Proposal Update—SW   | Info Only    | 5 Min  |
|      | d. Online Board Materials—JB  | Info Only    |        |
| VII  | New Business  |              |        |
|      | a. Airshow—JB   | Info/Discuss | 20 Min |
| VIII | Marketing/PACE Update pages 9-11  |              | 15 Min |
|      | a. BMW Bid Update—JK  | Info Only    |        |
|      | b. Third Party Online Booking Engine—JK   | Info Only    |        |
|      | c. Trade Show Evaluation Forms—JK   | Info/Discuss |        |
| IX   | Executive Session, John’s Evaluation—SW   |              |        |
| X    | Adjourn   |              |        |

**Future Meeting Dates:**

- September 8, 2011
- October 13, 2011
- November 10, 2011

## **TBID Board of Directors Minutes – July 14, 2011**

**Board Members Present:** Steve Wahrlich, Chris Johnson (via phone), Shelli Mann, Ron Spence, Joyce Bratland, Ben Kerns, Ginny Hart

**Board Members Absent:** none

**Ex-Officio member Present:** Chris Ervin

**Staff Present:** John Brewer, Jennifer Pinnow, Joan Kronebusch, Bruce MacIntyre

**Others Present:** none

### **Call to Order**

Steve Wahrlich, Chair of the Board, called the meeting to order at 8:30 am in the Billings Chamber of Commerce/CVB Board Room. Steve welcomed new TBID Board member Ron Spence and thanked Chris for his time, effort, and energy over the past year as Chair.

### **Public Comment – None**

### **Approval of Board Minutes**

Request for a motion to approve June 9, 2011 Board Minutes.

MOTION: Shelli motioned to approve the minutes; Joyce seconded; Motion carried.

### **Approval of Financial Report**

June financial report was presented.

Request for a motion to approve June Financial Report.

MOTION: Shelli motioned to accept the report; Ron seconded; Motion carried.

### **Old Business**

#### **BMW Bid Update**

Joan reported that the search committee, regional representative and executive director have received our bid.

#### **Bylaws/Policy Review Task Force**

Taskforce will meet in July. Discussion items will include the opportunity fund. Task Force will provide a report at the August Board meeting.

#### **Third Party Online Booking**

Joan distributed the jackrabbit.com report. Although we believe our contractual obligation with Jackrabbit has been fulfilled, Joan will review the contract.

Motion: The Board give notice to Jackrabbit of our intent to drop the system and work with AD Creative to create a button on our website to make reservations through each individual property's websites. Joan will handle the timeline. Shelli motioned; Ron seconded; Motion carried.

#### **Online Board Materials**

By the August TBID Board meeting materials will be available online.

### **New Business**

#### **MLHA Travel Education Proposal**

The Board discussed the MLHA Tourism Initiative. This is initially planned to be a 20-month initiative. MHLA will then reevaluate the initiative and establish the next time period. The Board feels this needs to be an ongoing campaign with an emphasis on education of the public and decision makers. The group relatively supports the concept and recommends continuing to explore funding sources.

### **3-Year Plan**

There is a need for the Board to do some visioning and planning for the next three year period. Overarching elements include how to grow the "shoulder season" and positioning Billings as a sports destination.

**John's Evaluation**

The CEO Performance Appraisal was distributed for completion by individual TBID Board members. Board members are to submit the completed document to Steve Wahrlich by July 29, 2011. Steve will review and compile a comprehension appraisal to submit to the Chamber/CVB Board Executive Committee by August 11, 2011.

**Marketing/PACE Update**

Joan reviewed the Marketing/PACE update. Joan reported that the TAC meeting will be held at the Big Horn Resort, February 6-8, 2012. There will be a community activity (details pending) held February 7, 2012. Joan encouraged Board members to participate in this event.

Joan reported that one recipient declined the grant funds. The Board will discuss the use of these returned funds at the August meeting.

**Moss Mansion Request**

The Moss Mansion requested financial assistance to reprint their rack cards/brochures. The Board reviewed this request, however, the request was denied as it did not meet the submittal deadline for grant applications.

There being no further business, meeting adjourned at 9:50 AM

Submitted by Jennifer Reiser

	<u>June 11</u>	<u>Budget</u>	<u>Jul 10- June 11 Actual</u>	<u>Jul 10 -June 11 Budget</u>	<u>Annual Budget</u>	<u>Jul 09-June 10 Actual</u>
<b>Income</b>						
4001100 · TBID Assessments	0.00		743,751.62	725,000.00	725,000.00	558,590.21
4001500 · Miscellaneous Income	88.43		2,814.58	0.00		2,322.99
<b>Total Income</b>	<b>88.43</b>	<b>0.00</b>	<b>746,566.20</b>	<b>725,000.00</b>	<b>725,000.00</b>	<b>560,913.20</b>
<b>Expense</b>						
<b>5001000 · Staff Expenses</b>						
5007000 · Wages	10,808.01	11,000.00	122,191.60	127,430.00	127,430.00	105,150.80
5007100 · FICA Expense	733.19	800.00	8,316.56	9,078.00	9,078.00	7,191.65
5007200 · Unemployment Expense	245.59	175.00	1,767.28	2,051.00	2,051.00	1,294.28
5007400 · Health & Accident Expense	2,124.27	1,865.00	19,647.10	20,732.00	20,732.00	13,175.02
5007500 · Retirement Expense	584.01	725.00	7,166.62	7,280.00	7,280.00	6,940.68
5007700 · Workers Compensation Expense	80.00	120.00	900.00	1,429.00	1,429.00	1,016.00
<b>Total 5001000 · Staff Expenses</b>	<b>14,575.07</b>	<b>14,685.00</b>	<b>159,989.16</b>	<b>168,000.00</b>	<b>168,000.00</b>	<b>134,768.43</b>
<b>5009000 · Administrative Expenses</b>						
5009200 · Computers	144.98	0.00	3,061.79	2,500.00	2,500.00	4,201.08
5009300 · Equipment & Repair Expense	-14.04	250.00	1,668.44	4,000.00	4,000.00	819.42
5009400 · Fulfillment by Contractor	0.00	0.00	0.00	0.00	0.00	3,992.61
5009500 · Liability Insurance	0.00	0.00	1,982.00	2,500.00	2,500.00	1,982.00
5009600 · Meeting Expenses	60.24	580.00	5,487.09	7,300.00	7,300.00	6,150.83
5009700 · Office Supplies	42.84	150.00	2,827.46	2,000.00	2,000.00	1,380.60
5009750 · Postage	192.57	150.00	2,543.23	2,000.00	2,000.00	2,547.22
5009800 · Professional Training	7.00	0.00	313.13	3,000.00	3,000.00	3,666.29
5009850 · Legal and Accounting	500.00	0.00	8,127.00	8,100.00	8,100.00	11,861.00
5009900 · Telephone/Wireless Equipment	199.64	200.00	2,526.00	2,500.00	2,500.00	1,582.12
<b>Total 5009000 · Administrative Expenses</b>	<b>1,133.23</b>	<b>1,330.00</b>	<b>28,536.14</b>	<b>33,900.00</b>	<b>33,900.00</b>	<b>38,183.17</b>
<b>5150000 · Marketing Expenses</b>						
5151000 · Advertising	35,158.43	9,720.00	228,262.00	212,300.00	212,300.00	81,785.15
5151500 · Film Recruitment	0.00	1,000.00	0.00	1,000.00	1,000.00	49.65
5151700 · Group Service	2,170.96	0.00	9,611.32	14,300.00	14,300.00	0.00
5152000 · Opportunity	11,461.50	11,000.00	44,036.50	51,000.00	51,000.00	75,309.62
5152500 · Printed Materials	42,694.86	200.00	99,251.77	62,500.00	62,500.00	47,625.06
5153000 · Publicity	1,123.74	0.00	35,252.94	36,500.00	36,500.00	6,902.25

5153500 · Research	0.00	0.00	0.00	0.00	0.00	55,153.97
5154000 · Sales Expenses	6,939.71	0.00	42,668.66	51,000.00	51,000.00	10,981.60
5154500 · Site Visits	0.00	0.00	0.00	0.00	0.00	5,772.40
5155000 · Tradeshow/Conventions	2,147.97	1,200.00	60,063.04	61,600.00	61,600.00	31,359.03
5156000 · Visitor Information Center	306.01	250.00	662.30	1,500.00	1,500.00	865.90
5156500 · Web Site	15,021.38	500.00	24,202.27	20,000.00	20,000.00	24,479.10
<b>Total 5150000 · Marketing Expenses</b>	<u>117,024.56</u>	<u>23,870.00</u>	<u>544,010.80</u>	<u>511,700.00</u>	<u>511,700.00</u>	<u>340,283.73</u>
<b>Total Expense</b>	<u>132,732.86</u>	<u>39,885.00</u>	<u>732,536.10</u>	<u>713,600.00</u>	<u>713,600.00</u>	<u>513,235.33</u>
	<u><b>-132,644.43</b></u>	<u><b>39,885.00</b></u>	<u><b>14,030.10</b></u>	<u><b>11,400.00</b></u>	<u><b>11,400.00</b></u>	<u><b>47,677.87</b></u>

Cash	Current Month	Last Month	Last Year
Unrestricted	26,296	179,940	33,266
Restricted	<u>50,000</u>	<u>25,000</u>	<u>25,000</u>
<b>Total Cash</b>	76,296	204,940	58,266

	<u>July 11</u>	<u>Budget</u>	<u>Jul 11 - July 11 Actual</u>	<u>2011-12 Annual Budget</u>	<u>Jul 10-July 10 Actual</u>
<b>Income</b>					
4001100 · TBID Assessments	387,836.00	407,285.00	387,836.00	775,000.00	354,016.25
4001500 · Miscellaneous Income	216.08		216.08		76.79
<b>Total Income</b>	<b>388,052.08</b>	<b>407,285.00</b>	<b>388,052.08</b>	<b>775,000.00</b>	<b>354,093.04</b>
<b>Expense</b>					
<b>5001000 · Staff Expenses</b>					
5007000 · Wages	10,585.21	10,600.00	10,585.21	138,306.00	8,600.01
5007100 · FICA Expense	715.47	720.00	715.47	12,522.00	573.54
5007200 · Unemployment Expense	206.43	210.00	206.43	3,430.00	122.83
5007400 · Health & Accident Expense	2,124.07	2,130.00	2,124.07	33,986.00	1,119.01
5007500 · Retirement Expense	584.01	585.00	584.01	9,402.00	567.01
5007700 · Workers Compensation Expense	80.00	80.00	80.00	1,594.00	75.00
<b>Total 5001000 · Staff Expenses</b>	<b>14,295.19</b>	<b>14,325.00</b>	<b>14,295.19</b>	<b>199,240.00</b>	<b>11,057.40</b>
<b>5009000 · Administrative Expenses</b>					
5009200 · Computers	0.00	0.00	144.98	4,000.00	0.00
5009300 · Equipment & Repair Expense	253.95	0.00	253.95	2,500.00	375.84
5009400 · Fulfillment by Contractor	0.00	0.00	0.00	0.00	0.00
5009500 · Liability Insurance	0.00	0.00	0.00	2,100.00	1,482.00
5009600 · Meeting Expenses	470.10	416.00	505.65	5,800.00	467.79
5009650 · Newsletter Expenses	350.00	0.00	350.00	300.00	
5009700 · Office Supplies	11.89	0.00	11.89	3,000.00	237.37
5009750 · Postage	183.66	208.00	192.76	2,500.00	80.36
5009800 · Professional Training	120.00	250.00	120.00	2,000.00	200.00
5009850 · Legal and Accounting	0.00	0.00	0.00	6,500.00	0.00
5009900 · Telephone/Wireless Equipment	201.59	250.00	201.59	3,000.00	231.55
<b>Total 5009000 · Administrative Expenses</b>	<b>1,591.19</b>	<b>1,124.00</b>	<b>1,780.82</b>	<b>31,700.00</b>	<b>3,074.91</b>
<b>5150000 · Marketing Expenses</b>					
5151000 · Advertising	23,019.76	22,416.67	18,411.74	216,000.00	18,411.74
5151700 · Group Service	0.00	0.00	1,741.68	0.00	1,741.68
5152000 · Opportunity	376.70	1,500.00	4,000.00	65,200.00	4,000.00
5152500 · Printed Materials	4,580.00	6,100.00	1,388.47	89,000.00	1,388.47
5153000 · Publicity	13.29	0.00	0.00	19,000.00	0.00
5154000 · Sales Expenses	2,366.35	2,500.00	3,668.32	55,500.00	3,668.32
5155000 · Tradeshows/Conventions	157.34	1,200.00	3,064.49	62,700.00	3,064.49

5156000 · Visitor Information Center	0.00	150.00	0.00	2,000.00	0.00
5156500 · Web Site	<u>3,586.75</u>	<u>4,500.00</u>	<u>186.61</u>	<u>30,400.00</u>	<u>186.61</u>
<b>Total 5150000 · Marketing Expenses</b>	<u>34,100.19</u>	<u>38,366.67</u>	<u>32,461.31</u>	<u>539,800.00</u>	<u>32,461.31</u>
<b>Total Expense</b>	<u>49,986.57</u>	<u>53,815.67</u>	<u>48,537.32</u>	<u>770,740.00</u>	<u>46,593.62</u>
	<u><b>338,065.51</b></u>	<u><b>353,469.33</b></u>	<u><b>339,514.76</b></u>	<u><b>4,260.00</b></u>	<u><b>307,499.42</b></u>

Cash	Current Month	Last Month	Last Year		
Unrestricted	360362	26,296	340,748		
Restricted	<u>50000</u>	<u>50,000</u>	<u>25,000</u>		
<b>Total Cash</b>			410,362	76,296	365,748

**Board Bylaws and Policies**  
**Updated 8/11/2011**

**POLICIES**

1. **Board Member Vacancy** - In the event of an unforeseen board vacancy, the desire is to maintain property-size diversity on the board. If a board member moves to a similar size property, that board member should retain their position on the board as long as they provide a letter from the ownership appointing that individual as their designee within 30 days. (11/5/07)
2. **Event Subsidy Policy** - Chamber/CVB staff from time to time will deem it necessary to offset event costs as a competitive selling tool in bidding citywide events. In some cases a subsidy is required by the planner to bid an event. Staff may negotiate and use up to 2% of the expected economic impact of the event as an incentive using current expenditures research. Whenever possible subsidies must be used in our community (i.e. facility rental, printing costs, transportation, etc). If the subsidy falls outside of these boundaries the board must vote on the fee. **TBID funds may never be paid directly to a private hotel or convention center.**
3. **Citywide Booking Definition** (approved July 9, 2009)  
A booking by the Billings Chamber/CVB will be considered a citywide event if the event utilizes three or more hotels (approximately 400350 peak room nights); and approximately 8,000 square feet of meeting space.
4. **Opportunity Fund** (approved July 11, 2011)  
A \$150,000 opportunity fund shall be developed by July, 2014. A \$150,000 balance shall be maintained and replenished as funds are utilized. The funds shall be used for opportunities that further the TBID mission as the board determines.

**BYLAWS**

Section 2.3 **Qualifications of Trustees.** Candidates for trustee should meet the following general criteria:

- (1) owners of land within the geographic area of the TBID or their designee (per state statute);
- (2) property they represent must be open for business and collecting the TBID assessment at the time of appointment and while serving on the board;
- (3) must be a resident of the City of Billings for at least one year (per City Code);
- (4) committed to the well-being of the TBID,
- (5) respected citizen or leader,
- (6) able to work effectively as part of a group,
- (7) competent in some area of value in achieving objectives of the TBID,
- (8) able to maintain a commitment for the term of appointment, and
- (9) balances board in terms of representation of large, medium and small hotel properties **It is the desire of the board to maintain a well-balanced representative board based on property size. The board composition should be: Two from properties with between 6-80 rooms, three properties with between 81-160 rooms, and two properties with over 161 rooms.**

Section 2.8 **Resignation, Removal and Vacancies.** A trustee may resign at any time by delivering written notice to the Board. A trustee's resignation is effective upon delivery of the notice of resignation unless the Board authorizes otherwise. A member of the Board may be removed by the Appointing Authority, with the consent of the Governing Body. A vacancy on the Board shall be filled by the Appointing Authority, with the approval of the Governing Body. **It is the desire of the board to maintain property-size diversity on the board. If a board member moves to a similar size property, that board member should retain their position on the board as long as they provide a letter from the ownership appointing that individual as their designee within 30-days.**



**CVB Activity Report – July 2011**

<b>Booked</b>	<b>Room Nights</b>	<b>Month/Year</b>	<b>Location</b>	<b>Quarter Booked</b>
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<b>10-11 Bids/RFP's</b>	<b>Room Nights</b>	<b>Year</b>	<b>Status</b>	<b>Decision Date</b>	<b>Quarter Bid</b>
BMW Motorcycle Owners of America	6000		2013	Pending 9/2011	3
The Evangelical Church	50		2011	Pending 8/2011	3
Opportunity Knocks	60		2011	Pending 8/2011	3
Building Bridges (Film making group)	600		10/2011	Pending 8/2011	4
Christian Meetings & Conventions	800		4/2012 or 2013	Pending 8/2011	4
Association of Public Treasurers	750 each year		7/13 and/or 15	Pending 9/2011	4
Non-Profit Users Group	300		10/2011	Pending 10/2011	4
24 <sup>th</sup> Annual Tanks Conf & Expo	1100		9/2013	Pending 9/2011	4

<b>11-12 Bids/RFP's</b>	<b>Room Nights</b>	<b>Year</b>	<b>Status</b>	<b>Decision Date</b>	<b>Quarter Bid</b>
Teva Animal Health	300		2012	Pending 10/2011	1
TAP – Board Meeting	60		2012	Pending 9/2011	1
TAP – Annual Meeting	240		2012	Pending 9/2011	1
NAFSA –Assoc of Internat'l Educators	700		2013	Pending	1

<b>Presentations</b>	<b>Results</b>	<b>Quarter Presented</b>
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<b>Site Tours</b>	<b>Room Nights</b>	<b>Year</b>	<b>Action</b>	<b>Quarter Toured</b>
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## Marketing & Sales PACE Report

### Citywide Meetings and Conventions

<b>Bookings</b>	<b>J</b>	<b>A</b>	<b>S</b>	<b>O</b>	<b>N</b>	<b>D</b>	<b>J</b>	<b>F</b>	<b>M</b>	<b>A</b>	<b>M</b>	<b>J</b>	<b>Annual</b>
Goal	1	1		1		1		1	1		1	1	8
Actual	0												0
<b>Room Nights</b>	<b>J</b>	<b>A</b>	<b>S</b>	<b>O</b>	<b>N</b>	<b>D</b>	<b>J</b>	<b>F</b>	<b>M</b>	<b>A</b>	<b>M</b>	<b>J</b>	<b>Annual</b>
Goal	1500	1500		1500		1500		1500	1500		1500	1500	11,000
Actual	0												0

### Small Bookings

<b>Bookings</b>	<b>J</b>	<b>A</b>	<b>S</b>	<b>O</b>	<b>N</b>	<b>D</b>	<b>J</b>	<b>F</b>	<b>M</b>	<b>A</b>	<b>M</b>	<b>J</b>	<b>Annual</b>
Goal	1	0	2	1	1	1	2	1	0	1	1	0	11
Actual	0												0
<b>Room Nights</b>	<b>J</b>	<b>A</b>	<b>S</b>	<b>O</b>	<b>N</b>	<b>D</b>	<b>J</b>	<b>F</b>	<b>M</b>	<b>A</b>	<b>M</b>	<b>J</b>	<b>Annual</b>
Goal	325	325	700	325	325		700		325	325	325	325	7,000
Actual	0												0

### Sporting Events

<b>Bookings</b>	<b>J</b>	<b>A</b>	<b>S</b>	<b>O</b>	<b>N</b>	<b>D</b>	<b>J</b>	<b>F</b>	<b>M</b>	<b>A</b>	<b>M</b>	<b>J</b>	<b>Annual</b>
Goal										1			1
Actual	0												0
<b>Room Nights</b>	<b>J</b>	<b>A</b>	<b>S</b>	<b>O</b>	<b>N</b>	<b>D</b>	<b>J</b>	<b>F</b>	<b>M</b>	<b>A</b>	<b>M</b>	<b>J</b>	<b>Annual</b>
Goal										2000			2,000
Actual	0												0

### Total Bookings

<b>Bookings</b>	<b>J</b>	<b>A</b>	<b>S</b>	<b>O</b>	<b>N</b>	<b>D</b>	<b>J</b>	<b>F</b>	<b>M</b>	<b>A</b>	<b>M</b>	<b>J</b>	<b>Annual</b>
Goal	2	2	1	3	1	1	1	1	2	2	2	2	20
Actual	0												0
<b>Room Nights</b>	<b>J</b>	<b>A</b>	<b>S</b>	<b>O</b>	<b>N</b>	<b>D</b>	<b>J</b>	<b>F</b>	<b>M</b>	<b>A</b>	<b>M</b>	<b>J</b>	<b>Annual</b>
Goal	1825	1825	700	1825	325	1500	700	1500	1825	2325	1825	1825	20,000
Actual	0												0

### Leads

	<b>J</b>	<b>A</b>	<b>S</b>	<b>O</b>	<b>N</b>	<b>D</b>	<b>J</b>	<b>F</b>	<b>M</b>	<b>A</b>	<b>M</b>	<b>J</b>	<b>Annual</b>
Goal	10	10	10	10	10	10	10	10	10	10	10	10	120
Actual	6												6

Unique Visits: visitbillings.com

	J	A	S	O	N	D	J	F	M	A	M	J	Annual
Goal	25k	20k	15k	10k	10k	10k	10k	10k	15k	15k	15k	20k	175,000
Actual	24,634												24634
Avg. Session Time	8 min 59 sec												8 m 59 s

Stakeholder Survey

2008-09      2009-10

79%	66%
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Room Demand      Reported on **Calendar Year 2011**

	J	F	M	A	M	J	J	A	S	O	N	D	Annual
Goal	0	0	0	0	0	0	0	0	0	0	0	0	0%
Actual	4.2	1.9	-0.3	13.3	3.2	9.1							5.2%

Room Demand      Reported on **Calendar Year 2012**

	J	F	M	A	M	J	J	A	S	O	N	D	Annual
Goal	0	0	0	0	0	0	0	0	0	0	0	0	0%
Actual													0.0%

**Citywide Meetings/Conventions:** Three or more hotels (approx 350 peak RN) and approx. 8,000 sq. ft mtg space.

**Small Bookings:** One hotel used with less than 250 peak RN.

**Sporting Event:** Sports oriented event using any local venue

**Definite Bookings:** Organization is holding their function in Billings with letter of intent on file.

**Rooms Nights:** Number of rooms booked over the course of the event.

**Qualified Lead:** Client shows interest in destination, RFPs, request dates and/or space. This total includes individual hotel event leads that would be solely contained at an individual property.

**Stakeholder Survey:** Annual evaluation ranking on a 10-point scale of specific marketing programs effectiveness.

**Room Demand:** Growth in citywide room demand based on Smith Travel Research report.